

Abstract Form

Abstract is to be typed in a 10 point font/typeface (Times Roman preferred) and must fit in the space below; additional pages may not be submitted.

FOR REVIEWER USE

- 1 2 3 4 +

Reviewer's signature

FOR OFFICE USE

Date: _____
Time: _____

TITLE:

Be a Hero for Life

DESCRIPTION OF ACTIVITY:

The Lied Transplant Center, to be open in January 1999, will be the first to combine transplant and oncology research and patient care with cooperative care. Since donations are a critical part of the success of The Lied Transplant Center, the Nebraska Health System and University of Nebraska Medical Center initiated the Be a Hero for Life organ, tissue and bone marrow donor awareness campaign. This combined the goals of creating awareness for The Lied Transplant Center with creating awareness of the need for donors in an innovative manner. The Be a Hero for Life campaign kicked off in September 1997 with the first 3-week flight of television commercials and newspaper ads across the state of Nebraska. These ads featured former Nebraska Cornhusker athletes--national championship quarterbacks Tommie Frazier and Jerry Tagge, volleyball Olympian and All-American Lori Endicott and her former coach Terry Pettit. Athletes were shown to be heroes not only on the playing field or court but also as donors. One of the print ads also featured a bone marrow transplant patient and her donor--her brother. Callers from the ads received an information kit including a poster, brochure, donor card, family note card, driver's license sticker and lapel sticker. To help build on the awareness of the commercials, a public relations and community relations extension of the paid advertising was also put in place. A community partners dinner was held as the campaign kicked off, to ask community organizations and businesses to help spread the word. We asked these partners to allow us to come to their organizations via newsletters, lunch-and-learns, booths, presentations or sponsored community activities to inform and educate members or employees of the need for donors. Other activities have also been planned/done such as internal communications and events, Trees for Life (commemorative tree planting in honor of donors and recipients across the state) Walk for Life and events surrounding the grand opening of The Lied Transplant Center.

DESCRIPTION OF EVALUATION (if completed, provide results):

After two 3-week flights and other ongoing smaller promotions in between, nearly 1,500 kits were sent out as a result of over 1,000 calls to the toll-free number. Many more materials have been distributed through internal communications/events and external activities such as the community partner events. Community partner activities have included various activities from tray liners for Little King restaurant, booths outside Union Pacific corporate office cafeterias and a lunch-and-learn for 200 construction workers involved with The Lied Transplant Center construction project. So far over 25 community partner activities have been planned, are underway or were done. This does not include the Trees for Life ceremonies planned across the state in 21 communities starting in April. Some donations have even been given to help further the campaign. An unplanned immediate result believed to be directly related to the Be a Hero for Life campaign was that the number of liver transplants done in the month after the campaign kicked off (October) was 70% over budget and a 100% increase over the last year for the same month. Of the 19 transplants (not just liver) done during the month of October, eight of the donations came from Nebraska and another two were from nearby towns in Iowa. Nearly half the donations for that month were from the campaign coverage area. Previous statistics typically showed 25% of the donations for that month from the coverage area. Other organ procurement agencies have also expressed an interest in learning more about our campaign so they might do a similar campaign.

CONTACT:

Nebraska Health System

Name: Donna Kush Stopak Title/Affiliation: Marketing Manager Phone: 402-559-6709